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2008

First 5 Celebrates New Digs

On January 23 First 5 California celebrated its first year at its new location with an open house for First 5 Commissioners, First 5 Association, county commission executive directors and staff.



First 5 State Commission Chair **Hector Ramirez** arrived first. He was eager to meet the EDs and staff alike. "Everything in life is about relationships, building trust and making a commitment. This get together is all about spending time with

and getting to know everyone on a more personal level," he said.

Jolene Smith, Executive Director of First 5 Santa Clara agreed. "It is all about relationships! What an excellent idea to have people meet and interact. It allows for communication that shows that we are all trying to go in the same direction."

First 5 Executive Director **Kris Perry** opened the reception with a welcoming speech. She asked staff to introduce themselves and invited everyone to take a tour of the office. She then encouraged everyone to enjoy the hors d'oeuvres provided by the Management Team.

Many Executive Directors attended, including **Jennie Tasheff**, Sonoma; **Pat Wheatley**, Santa Barbara; **Jolene Smith**, Santa Clara; **Susan True**, Santa Cruz; **Harry Freedman**, Riverside; **John Sims**, Stanislaus; **Francine Rodd**, Monterey and

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Jill Blake, Butte.

Sherry Novick, First 5 Association Executive Director said, "What a lovely opportunity to see the new offices and to have non-work conversation with peers."

The open house lasted two hours with folks exchanging ideas and getting to know each other.

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First 5 Hosts Panel Discussion on Childhood Obesity's Portrayal in the Media

First 5 California hosted a panel discussion addressing how childhood obesity is portrayed by the media and what can be done to treat, prevent and report on related health risks. The panel, moderated by First 5 California Executive Director **Kris Perry**, took place during a pre-conference event in Sacramento for the 2008 Champions for Change Conference: Taking Action for Healthy Eating and Active Living. Panelists included **Dr. Sophia Yen**, pediatrician at Stanford's Lucile Packard Children's Hospital and spokesperson for First 5's Asian Pacific Islander American Childhood Obesity Prevention Campaign; **Chyresse Lowther**, Emmy-award winning producer of KCRA 3 "Health Watch;" and **Heather Reed**, nutrition education consultant with California Department of Education.

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2008 Winter Webinar Fast-Approaching

The First 5 California County Commission Technical Assistance Team is getting ready to present its 2008 Winter Webinar entitled "Hello My Name Is: Mom." This 1.5 hour-long Webinar training will provide tips on everything from who to use as a spokesperson and where to reach Moms most effectively, to how to integrate mom-focused communication strategies into county commissions' public relations campaigns. The goal of the presentation is to help commissions continue to reach more families, build their brands and hone local media relationships. Trainings will

be held on February 6, February 7, February 13, and February 14 from 10 a.m. to 11:30 a.m. To RSVP, please contact The First 5 California Technical Assistance Team at f5countyta@rogerspr.com.

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First 5 Segments on Univision

First 5 California's partnership with Spanish-language network Univision continues to be strong. Be on the lookout for the following stories: a segment on healthy eating will air February 7 on Univision Sacramento, and segments on children's oral health will air in February on Univision San Francisco and later on Univision Los Angeles.

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First 5 F.A.N. Club



First 5 California corporate partner Mi Vida-My Life will begin distributing the Kit for New Parents and obesity flyers at its Lynwood location. First 5 California is also in the process of identifying collaboration opportunities with the bakery's nutritionist as he conducts health-related

workshops at local supermarkets in Latino neighborhoods.

In other F.A.N. Club news, First 5 California's partnership with Westfield shopping centers has been extended until May 2008. Look for First 5 posters and informational materials at your nearest Westfield mall!

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First 5 Association of California Meeting

January 23 marked the first Association meeting of

the year in Sacramento. After kicking off the meeting with early bird sessions on childhood mental health and special needs, nominations for the new Executive Committee were unanimously approved and outgoing leaders were acknowledged for their contributions.

Another focal point of the meeting was health care reform. Guest speakers **Krystal Lee** of Children Now and **Debra Ward** of the California Children's Health Initiative provided insight into key issues and recognized First 5 for its efforts to provide all children access to health coverage.

Kris Perry provided a State Commission report and walked through the new strategic plan's overarching goals. County commissions then discussed opportunities for collaboration in achieving these goals.

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Commissioner Vismara Bids Farewell



Commissioner Vismara strikes a final pose at the January Commission meeting.

State
Commission
Chair
**Hector
Ramirez**
and
Executive

Director **Kris Perry** presented a Senate Resolution to **Dr. Louis Vismara** at the commission meeting in Sacramento January 24. Dr. Vismara has served on the First 5 California Commission for over eight years and made significant contributions to the mission and goals of First 5 California. He continues to be involved in many causes centered on helping children with disabilities and other special needs to help them lead healthy and successful lives. "Working with you not only shaped my world, but has become my world," said Dr. Vismara. "It's an honor to see how the Commission has grown. You are a blessing to the parents of California's children."

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Legislative Update: Protecting Proposition 10

The Senate Health Committee met on January 28 to vote on Assembly Speaker **Fabian Nuñez's** health care reform bill, ABX1 1. The bill failed to move out of the committee. The previous week the committee held an all-day hearing on ABX1 1 to allow for testimony. Although the most recent hearing was "vote only" on the bill, the committee members were allowed to comment on their position on the bill. The measure received one "aye" vote, seven "no" votes and three members abstained.

Of particular interest to First 5 state and county commissions are remarks made by Senator **Dave Cox** at the hearing. Senator Cox seized the opportunity at this high-profile hearing on health care reform to repeat his message to use Proposition 10 revenues and fund balances to provide health care coverage for children and also stated that commissions have in excess of \$2 billion in reserves.

First 5 California staff is working in collaboration with county and Association staff to collect data from the counties that is critical to our ability to effectively communicate the outcomes of our work. In addition, we will be collecting financial data so that we can provide a clear and concise explanation of our funding structure. County cooperation is the key component in our effort to craft a compelling message that will protect Proposition 10 funding that supports the First 5 cause.

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Two New Offices for Program Management Team

First 5 California is proud to announce that the Program Management Team Unit has two offices with two full-time Administrators in addition to its Program Deputy Director. **Mike Fuller** is the Administrator of the Healthy Development Office. This office is responsible for Special Needs, Kit for New Parents, Regional Technical Assistance, Statewide Technical Assistance, Tobacco Cessation and School Readiness. **Camille A. Smith**, the Administrator for the Office of Early

Care and Education, is responsible for CARES, Power of Preschool, Health Access, Oral Health, Equity and Diversity, and Higher Education.

Contact information for the Administrators and the lead consultants of each program and project will be posted on the First 5 Web site soon.

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New Manager joins First 5 California



Mike Fuller, the Education Administrator of the new Healthy Development Office joined First 5 at the start of the new year. Mike comes from the California Department of

Education (CDE) where he began in 1985 and managed all units of the CDE accounting office at various times. In 1998 he moved to the Child Development Division and for several years served as a Child Development Consultant in the Policy, Program and Legislation Development Unit to help provide support on fiscal and budgetary issues, implement new programs, develop regulations, and analyze numerous child care reform proposals. For the last two-and-a-half years Mike served as a Consultant in the Fiscal Policy Division at CDE working on statewide education finance issues such as the Proposition 98 school funding guarantee calculation, data submissions to the National Education Association, state-mandated local cost programs, and fiscal analyses for legislation and regulations. Mike has a bachelor's degree in Accounting and an MBA from California State University, Sacramento.

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New Staff at First 5

New Education Program Consultant **Kimberly L.**

McDaniel joins the Program Management Team and brings to First 5 more than 10 years of professional program development, research and policy experience. New Child Development Consultant **Cynthia Hearden** comes from the California Department of Education where she worked as a consultant in the Child Development Division for 12 years, serving in Field Services, Program Policy and Quality Improvement.

New in Communications is office technician **Jamiann Collins-Lopez**. Jami joins First 5 from KQVR Channel 13 where she was a local sales assistant. Prior to KQVR Jami was the associate producer of the Chataqua Playhouse in Carmichael.

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California Even Start Family Literacy Conference

Mary Anne Riehl-Campos and **Erin Dubey** of First 5 California, **Luis Molina** from First 5 Stanislaus and **Wendy McGinnis** from First 5 Sutter presented "The Right Stuff: Early Literacy in California as Supported by First 5" at the California Even Start Family Literacy Conference in Burlingame on January 24. Participants learned how First 5 is promoting early literacy through its School Readiness and Power of Preschool programs. This session included an overview of statewide programs and discussion of research-based and promising practices, including hands-on activities to educate families on the importance of early-emerging literacy skills. Approximately 40 participants attended this session providing positive feedback. They were enthusiastic about the variety of family-focused literacy activities offered.

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Special Needs Project Update

On January 29, staff from the 10 Special Needs Project (SNP) demonstration sites met with First 5 California for updates and a discussion on the project. Approximately 30 people attended the

meeting at the First 5 California office in Sacramento. Agenda topics included the SNP evaluation plan, additional project funds, and the new training and technical assistance contract. Demonstration site staff also had a chance to share current events and successes from their programs.

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PoP Semiannual Reimbursement

For those PoP Demonstration projects requesting semiannual reimbursement, the forms were due to First 5 California on January 31. If you plan to submit your semiannual reimbursement forms and have not done so, please complete the forms as soon as possible and submit both by e-mail to forms@ccfc.ca.gov **and** hardcopy to First 5 California, Attn: FORMS, 2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833. If you have any questions or need assistance with the forms, please contact **Travis Percival** at (916) 263-1046 or tpercival@ccfc.ca.gov.

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Health Access for All Semiannual Reimbursement

For those Health Access for All counties filing your first semiannual reimbursement forms for FY 2007-08, the due date has been extended to February 15, 2008. If you plan to submit your semiannual reimbursement forms and have not done so, please complete the forms as soon as possible and submit both by e-mail to forms@ccfc.ca.gov **and** hardcopy to First 5 California, Attn: FORMS, 2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833. If you have any questions or need assistance with the forms, please contact **Travis Percival** at (916) 263-1046 or tpercival@ccfc.ca.gov. Health Access for All Fiscal Reporting forms can be found on our First 5 Evaluation Web site at www.first5eval.com.

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CARES Conference “Save the Date”

The 2008 Annual First 5 CARES Conference, “Supporting the Full Spectrum of the Early Learning Workforce: From Intentional Recruitment to Retaining Leaders” will be held April 28-29, 2008 at The Westin San Francisco Airport, 1 Old Bayshore Highway in Millbrae.

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Evaluation Technical Assistance

The Research and Evaluation Team held a technical assistance conference call on November 20. The notes from this call and information are on the First 5 Web site under Statewide Evaluation. The 2008 Schedule of Technical Assistance Conference Calls is now available at www.first5eval.com/reference.htm. Please check the Web site for details regarding the next technical assistance conference call scheduled for Thursday, February 21, 2008 from 10:00-10:30 am.

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Online Meeting Capability

We now have “GoToMeeting” capability. This software allows multiple users to view the same computer screen at different locations allowing online meetings. First 5 California staff can provide PEDS database technical assistance, answer questions and visually assess problems users experience. Counties should route requests for these services through the evaluation inbox at evaluation@ccfc.ca.gov.

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PEDS Enhancements

With an eye to improving customer service for the counties, PEDS no longer requires a password change every 30 days. The latest enhancement requires users to change their password every 90 days. Future enhancements include additional navigational buttons, the ability to delete a

participant and improving password resets.

As a reminder, if you have any evaluation questions or if you need assistance with PEDS, please e-mail evaluation@ccfc.ca.gov.

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Universal Special Needs Definition

First 5 California is pleased to introduce its new Universal Special Needs Definition. This definition applies to all First 5 California matching fund programs (CARES, School Readiness, PoP, etc.). Previously, First 5 had multiple special needs definitions. To ease the reporting burden for our counties and ensure First 5 California receives consistent and accurate data, we worked with the Evaluation Workgroup to develop this new definition. Please begin using the new Universal Special Needs Definition immediately. You can find the new definition on the First 5 Evaluation Web site at www.first5eval.com/reportingtools.htm.

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Release of Fiscal Year 2006-2007 Annual Report

First 5 California is pleased to announce that the Fiscal Year 2006-07 First 5 California Annual Report is available online at www.ccfc.ca.gov/press/pub.asp. This year's report includes dramatic changes from previous years. New annual report guidelines streamline the data the First 5 county commissions report to us. As a result, we have been able to present annual report information in a much more concise manner this year, trimming the report to just 35 pages. This new format was well received by the First 5 California State Commission and reflects the outstanding collaborative efforts between all First 5 county commissions and the state.



We will publish the Fiscal Year 2006-2007 County Profiles in February and

distribute two copies of the Annual Report and the County Profiles, along with a CD to each county by the end of February. Please direct any questions or comments about this year's Annual Report to **Stacie Sormano** at ssormano@ccfc.ca.gov.

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County Fund Distributions

The Monthly Distributions for Fiscal Year 2007/08 are available on the First 5 California Web site at www.ccfc.ca.gov/commission/fiscal.asp. The report titled "Disbursement to Counties" provides current information on the total funds to date authorized for release by First 5 California to First 5 county commissions.

Since the release of the December County Connection, the following revenues and disbursements were authorized and submitted to the State Controller's Office for release to counties:

- November and December 2007 Tax Revenues
- CARES reimbursement

If you have questions regarding tax revenue, please contact **Sandy Beck** at (916) 263-1018, or by e-mail at sbeck@ccfc.ca.gov. For questions regarding program funding, contact your assigned program consultant.

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